7/27/58

fashion

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET NEW YORK 21, NEW YORK TRAFALGAR 9-2343

18th YEAR · A WEEKLY PUBLICATION

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE WHAT'S GOING ON

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GIVEN BY

WHERE

WEEK ENDING SATURDAY, JULY 26, 1958

PRESS PREVIEW Thursday

ARNOLD CONSTABLE

6TH FLOOR

July 24 9:30 A.M.

OF FALL FURS .

FUR SALON

1 000

Arnold Constable will invite the press to a breakfast preview of Fall fur Breakfast fashions. By invitation. Publicity: Gloria Geis. MU. 5-2300.

WEEK REGINNING SUNDAY, JULY 27, 1958

Sunday July 27-July 31

NAT'L LUGGAGE. LEATHER AND ACCESSORIES SHOW LUGGAGE & LEATHER GOODS N.Y. TRADE SHOW BLDG.

MFRS. OF AMFRICA, INC. 500 EIGHTH AVENUE New colors, new designs and new items in luggage, trunks, brief cases, personal leather travel accessories, umbrellas, novelties and gifts.

Contact: Betty Fryman, LE. 2-3960.

Monday

PRESS PREVIEW OF MID-

ABRAHAM & STRAUS

4TH FLOOR

July 28 SUMMER FURNITURE (BROOKLYN)

RESTAURANT

9:30 A.M. Breakfast "Live With The Color You Love" -- complete Fall color schemes in modern and traditional furniture. By invitation. Publ: Jane Miller, TR. 5-7200.

Beginning Monday

OPENING OF PARIS COUTURE COLLECTIONS CHAMBRE SYNDICALE DE

PARIS. FRANCE

July 28

LA COUTURE PARISIENNE July 28: 10:00 A.M. -- Patou; 12:30 P.M. -- Riviere, Montaigne; 2:15 P.M. --Lanvin-Castillo; 5:00 P.M. - Bilman, Cardin, Borea; 9:00 P.M. -

Carven.

9:00 A.M.--Blatt; 10:00 A.M.--Balmain; 12:30 P.M.--Godard; 2:00 P.M. -- Heim; 5:00 P.M. -- Ricci; 9:00 P.M. -- Bruyere, Vramant,

Revillon.

10:00 A.M.--De Rauch; 10:30 A.M.--LaRoche; 1:00 P.M.--Roger; July 30: 1:45 P.M.--Goma; 2:15 P.M.--Dana; 3:00 P.M.--Gres; 3:30 P.M.--Fardeau, Lambert; 5:00 P.M. -- Hermes, Matta; 9:00 P.M. -- Rouff.

July 31: 10:00 A.M. -- Dior; 2:15 P.M. -- Griffe; 5:00 P.M. -- Sauve, Lise; 5:30 P.M.--Lutece. (Aug. 1: Balenciaga, Givenchy--for buyers).

10:00 A.M.--Desses; 2:15 P.M.--Coste; 3:00 P.M.--Sagardoy; 3:30 P.M.--Carmine; 5:00 P.M.--Irmone, Heduy.

2:30 P.M.--Ardanse. 2:15 P.M. -- Raphael. Aug.

Aug. 3:30 P.M .-- Bourgade.

6: 3:00 P.M.--Linker; 5:00 P.M.--Renal.

Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.

Wednesday July 30

PRESS PREVIEW: BACK-

GIMBELS

2ND FLOOR YOUNG BOUTIQUE

TO-SCHOOL FASHIONS 10:00 A.M. Gimbels will preview back-to-school fashions for children. By invitation. Publicity: Margot Infantino, LO. 4-3300.

DATE GIVEN BY WHERE WHAT'S GOING ON Thursday PRESS PREVIEW OF MARTIN'S EXECUTIVE OFFICES COLLEGE FASHIONS (BROOKLYN) July 31 6TH FLOOR 10:00 A.M. Martin's will present college fashions to the press. By invitation. Publicity: Rita Dobbins. TR. 5-3100. EXECUTIVE DINING ROOM Friday PRESS PREVIEW OF STERN BROTHERS COLLEGE SHOP 6TH FLOOR August 1 9:30 A.M. Preview for press of Stern's college fashions. By invitation, (College Breakfast shop, 3rd floor, will open Monday, August 4.) Publicity: Barbara Lawrence, LO. 5-7960. Ext. 570. SPRING FASHIONS NATIONAL SHOE HOTEL LEXINGTON Saturday FABRIC ASSOCIATION LEXINGTON & 48TH STREET August 2- IN SHOE FABRICS August 6 Individual members of National Shoe Fabric Association will show Spring fashions in shoe fabrics. Contact: Rea Lubar. OX. 7-4998. Monday PRESS PREVIEW: ARNOLD CONSTABLE 3RD FLOOR August 4 COLLEGE SHOP 11:00 A.M. Arnold Constable will invite the press to a preview of their College Shop opening. By invitation. Publicity: Gloria Geis. MU. 5-2300. Monday PRESS PREVIEW OF ABRAHAM & STRAUS RESTAURANT August 4 COLLEGE FASHIONS (BROOKI,YN) ATH FLOOR A & S will preview their college fashions to the press. By invitation. 4:00 P.M. College shop will open Thursday, August 7, 3rd floor. Publicity: Eileen Goldburg, TR. 5-0195. Tuesday FABRIC PREVIEW: RESORT WAMSUTTA MILLS 1430 BROADWAY AND SPRING COTTONS SHOWROOM - 8TH FLOOR August 5 "Portrait of America" -- Wamsutta's New Cottons. Preview for press only. 9:30 A.M. Breakfast August 5, breakfast at 9:30, show at 10:00. By invitation. Buying offices and retail stores August 6, breakfast at 9:30, show at 10:00. By invitation. Open house for trade August 5 and 6 from 1:30 to 5:00, shows at 3:00 and 4:30. August 7 from 9:30 to 5:00, shows at 10:00, 3:30 and 4:30. Contact: Liz Daly. OX. 5-4330, Ext. 318. SEMI-ANNUAL WALDORF-ASTORIA Tuesday TANNERS' COUNCIL August 5- LEATHER SHOW OF AMERICA, INC. August 6 Exhibit hours: August 5-9:00 A.M. to 7:00 P.M. August 6-9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen. 411 Fifth Avenue. MU. 6-7950. Wednesday PRESS PREVIEW: COLLEGE GIMBELS 3RD FLOOR August 6 AND CAREER FASHIONS BRIDAL SHOP 10:00 A.M. Gimbels will present a press preview of college and career fashions. By invitation. Publicity: Margot Infantino. LO. 4-3300. Wednesday SFRING AND SUMMER NAT'L SHOE RETAILERS HOTEL PLAZA SHOE STYLE CONFERENCE ASS'N (274 MADISON) August 6 TERRACE ROOM 2:30 P.M. Clinic presentation by fashion editors of "Vogue" Magazine, outlining for

members of the shoe and allied fashion industries the important domestic and foreign trends in apparel fabrics, color and silhouette, which will influence the shoe style picture. Also, new developments in leather market and incoming shoe design trends. Admission by ticket only. Contact: Nat'l

Shoe Retailers, 274 Madison Ave., MU. 6-7520.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE	
Thursday August 7	PRESS FREVIEW: COLLEGE AND CAREER FASHIONS	OHRBACH'S	4TH FLOOR	
9:30 A.M.	Ohrbach's will preview their college and career collection to the press. By invitation. Publicity: Mark Klauser, OX. 5-4000.			
	PRESS PREVIEW OF DOLLS' EXHIBIT Exhibition of a varied grow to the present day, all dre complete wardrobes. Include tion, showing changing fash the Seventh Regiment. Coin tion of Dolls' Clubs in New August 13-October 12. Publ	CITY OF NEW YORK up of antique and modern of essed in their original co- led will be a series of do aion trends; also, a soldi- nciding with annual conven- or York on August 14, 15, 1	103RD TO 104TH STS. lolls, dating from 1773 estumes, and many with ells from each genera- ler in the uniform of tion of United Federa- 6. Open to public,	
Sunday August 10- August 14	JEWELERS' CONVENTION	JEWELERS' ASSOCIATION s worth of jewelry, watch	es and silverware will	
Tuesday August 12 4:00 P.M.	PRESS PREVIEW: SPRING AND SUMMER FABRICS Berkshire Hathaway will pre and Summer 1959. By invite	sent their cotton prints	SHOWROOM - 18TH FLOOR and patterns for Spring	
Wednesday August 13 9:30 A.M. Breakfast	PRESS PREVIEW: CETANESE "WORLD OF IDEAS" Macy's introduces to the prting suggestions for Fall. OX. 5-4400, Ext. 2683.			
Monday August 18 4:30 P.M.	PRESS PREVIEW: FASHIONS BY VIRGINIE OF PARIS Bergdorf Goodman will previ at "Miss Bergdorf" Shop. B PL. 3-7300.	BERGDORF GOODMAN ew Fall fashions by Virgi by invitation. Publicity:	MISS BERGDORF SHOP 4TH FLOOR nie of Paris, exclusive Florence Neff,	
Tuesday August 19 9:15 A.M. Breakfast	PRESS PREVIEW: MEN'S SPRING SPORTSWEAR Preview for press of men's fabrics. Showing at 9:45 A Director of Men's Wear Prom	.M. By invitation. Publ	icity: Stella Epstein,	
Wednesday August 20 2:30 P.M. Champagne	PRESS PREVIEW: SUITS BY DAVID CRYSTAL Best's will preview Fall tr American's new jet plane. PL. 9-2000.	BEST & CO. avel suits by David Cryst By invitation. Publicity	PAN AMER. CLIPPER CLUB 38TH & 1ST (RM. M-14) al, inspired by Pan : Barbara Birkelund,	
Thursday August 21 9:30 A.M.	PRESS PREVIEW: BACK-TO- SCHOOL FASHIONS Press preview of Fall child	OHRBACH'S	6TH FLOOR	
	suits, dresses, sportswear.			

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday August 27- August 28	PRESS SHOWING: SPRING AND SUMMER FABRICS Presentation of fabrics contand children's wear. (Trade PressPat Patterson, IO. 3-	, Sept. 2 to Sept. 30)	By invitation. Contact:
Sept. 1	IABOR DAY (Monday) Legal Ho	liday.	
Tuesday Sept. 2 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bergdorf Goodman will preview Leslie Morris. By invitation		
Tuesday Sept. 2- Sept. 5	EXHIBIT OF PARIS IMPORT COLLECTION Du Pont will stage an exhibi containing Du Pont fibers. PressPat Patterson, LO. 3-	t of their Paris import For press and trade. By	invitation. Contact:
Wednesday Sept. 3 9:30 A.M. Breakfast	PRESS PREVIEW: IMPORTS AND ACCESSORIES Press preview of boutique "macessories. By invitation.	ade-in-Europe" collectio	
Wednesday Sept. 3 2:30 P.M. Demi-Tasse	PARIS IMPORTS: PREVIEW AND REPORT Press preview of the American report by Jeanne Pierre. She By invitation. Publicity: Re	INSTITUTE n Rayon Institute's Pari owing also Sept. 4, 5, 8	and 9 at 2:30 P.M.
Thursday Sept. 4 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-ORDER Sophie, with the assistance of Winter collection. By invite	of Stephen Erklin, will	
Friday Sept. 5 11:30 A.M.	PRESS PREVIEW OF COUNTRY CASUAIS Press preview by Bergdorf Goo Fall. By invitation. Public	BERGDORF GOODMAN odman of the Guy LaRoche city: Florence Neff, PL	3RD FLOOR country casuals for 3-7300.
Monday Sept. 8 3:00 P.M.	PRESS PREVIEW: IMPORTS AND CUSTOM ORDER Preview for the press of Hattinvitation. Publicity: Ruth	HATTIE CARNEGIE tie Carnegie's custom-ord n Smith, PL. 5-2600.	42 EAST 49TH STREET SALON der and imports. By
Tuesday Sept. 9 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview of Bergdorf Goodman's invitation. Publicity: Flor	BERGDORF GOODMAN Fall import collection Cence Neff, PL. 3-7300.	2ND FLOOR for the press. By
Wednesday Sept. 10 8:30 A.M. Breakfast	PREVIEW: MEN'S AND BOYS' FASHIONS FOR 1959 Preview for press and resider boys for Spring and Summer, 1 Johnson, LO. 3-6400, Ext. 259	(350 FIFTH AVENUE) at buyers of Du Pont's fa 1958. By invitation. Po	ashions for men and

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 10 9:30 A.M.	PRESS PREVIEW OF IMPORT ORIGINALS Preview for press of Macy's invitation. Publicity: Na	MACY'S NEW YORK "line-for-line" designer ncy Ranck, OX. 5-4400, Ex	13TH FLOOR EXECUTIVE DINING ROOM import originals. By t. 2260.
Wednesday Sept. 10 12:30 P.M. Luncheon	COATS & SUITS AT LUNCHEON SHOW Showing of Harry Frechtel's Taylor. Press by invitation EL. 5-3000. Frechtel conta	n. Public by reservation	
Wednesday Sept. 10 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Elizabeth Arden will invite to-wear originals, designed Alan McGeehan at Rasponi As	by Count Sarmi. By invit	ation only. Publicity:
Thursday Sept. 11- Sept. 21	NINTH ANNUAL HOME FURNISHINGS SHOW Special feature this year w Chemical Products. Rooms de Barringer, Freitag and Bach Nan Morrison, Harold J. Sie	signed by Beverly Reitz, stein. (Press preview Wed	Hector Grant, Isabel ., Sept. 10). Publicity:
Sept. 15	ROSH HASHONAH First Day of Jewish New Year (Monday).		
Sept. 16	ROSH HASHONAH Second Day of Jewish New Year (Tuesday).		
Tue sday Sept. 16 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of Hattie Carnegie' reservation: contact: Headw		
Tuesday Sept. 16 3:00 P.M.	PREVIEW OF FALL AND WINTER COLLECTION Eleanora Garnett will prese press and customers. By inv 424 Madison Avenue, EL. 5-4	itation. Publicity: Eliz	
Tuesday Sept. 16 6:30 P.M 9:00 P.M.	FALL FASHION CAREER COURSE Eleven Tuesday evening sess describing their work in ro Sept. 30-accessories; Oct. Oct. 21-the facets of buyi Nov. 11-selling fashions v Nov. 25-selling via the fa Dec. 9-job-getting techniq course: \$16.00. Each sessi	und-table sessions: Sept. 7fabrics; Oct. 14the ng; Oct. 28the meanings isually; Nov. 18selling shion show; Dec. 2new fues. Director: Helen Fa	eng. Soc. AUDITORIUM rts discussing and 16-ready-to-wear; fashion markets; of coordination; fashions in print; ields to conquer; ith Keane. Price of
Wednesday Sept. 17 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of Fontayne's Fall: reservation; contact: Headw	FONTAYNE (331 EAST 55TH ST.) fashions. Press by invitational aiter, EL. 5-3000. Fonta	ation. Public by

DATE	WHAT'S GOING ON	GIVEN BY	WHERE	
Thursday Sept. 18 11:30 A.M.	SHOWING OF FAIL INTERNATIONAL FASHIONS Fashions by Curiel of Milan; Bernard Newman of the U.S.	BERGDORF GOODMAN Fabrini of Rome; Freder By invitation. Publ: Flo	HOTEL PLAZA BALLROOM ick Starke of London; rence Neff, PL. 3-7300.	
Friday Sept. 19 9:00 A.M.& 12:00 Noon	SEMI-ANNUAL FRENCH SHOW The Fashion Group will prese imports, at breakfast and lu- and Edith Raymond. (More de	ncheon meetings. Co-chai	on show of French rmen: Margaret de Mille	
Sept. 21- Sept. 27	NATIONAL TIE WEEK. Contact: The Men's Tie Found	dation, 432 Fourth Ave.,	MU. 3-8455.	
Sept. 22- Sept. 29	NATIONAL SWEATER WEEK. Contact: Knitted Outerwear Foundation, 386 Fourth Ave., MU. 3-7520.			
Sept. 23	FIRST DAY OF AUTUMN (Tuesday).		
Tue sday Sept. 23 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Custom-order furs by Emeric vitation. Publicity: Flore	BERGDORF GOODMAN Partos will be presented noe Neff, FL. 3-7300.	2ND FLOOR I to the press. By in-	
Sept. 24	YOM KIPPUR-Jewish Day of At	YOM KIPPURJewish Day of Atonement (Wednesday).		
Wednesday Oct. 1 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON MEETING Vera Maxwell will present he by reservation; contact: "Be Virginia Dickson, OX. 5-1838 Taylor, TE. 8-8000.	verly". TE. 8-8000. Vers	by invitation. Public Maxwell contact:	
Wednesday Oct. 8 12:30 P.M. Luncheon	FAIL FASHIONS AT LUNCHEON SHOWING Else Fritz will present Fall reservation; contact: "Bever Pierre Fashion Director: An	fashions. Fress by invi	tation. Public by	
Thursday Oct. 9 12:00 Noon Luncheon	HOME FURNISHINGS LUNCHEON MEETING Co-chairmen: Maude Basserman Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) and Barbara Lewis. (Mor	HOTEL ASTOR BALLROOM e details later).	
Oct. 15	FALL FASHIONS AT LUNCHEON SHOWING La Parisienne will present t by reservation; contact: "Be BU. 8-3548. Pierre Fashion D	(944 MADISON AVE.) heir Fall fashions. Pres verly", TE. 8-8000. La I	ROOF GARDEN ss by invitation. Public Parisienne contact:	
Thursday Oct. 23 12:00 Noon Luncheon	SPRING AND SUMMER FABRICS LUNCHEON Co-chairmen: Ann Boucher and CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) Vee Rafdal. (More detai	HOTEL ASTOR BALIROOM ls later). Contact:	

-6-

MUSIC...MOVIES...THEATRE

Week Of July 28 FINAL WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST.& AMSTERDAM Mon., July 28: All-Verdi Program--Alfredo Antonini conducting. Soloists:
Roberta Peters, soprano; Claramae Turner, contralto; Jan Peerce, tenor; Carl Palangi, bass-baritone, (Stadium Debut).

Tues.July 29: All-American Program -- Conductor: Samuel Matlovsky; Music by: Bernstein, Blitzstein, Barber, Gould, Copland, Arlen-Matlovsky.

Wed. July 30: Samuel Matlovsky conducting; Piano soloist: Harold Cone playing Rossini and Schumann.

Thur.July 31: Kurt Weill Concert-Soloists in their Stadium Debuts: Lotte Lenya, Betty Kent, Charlotte Rae, Scott Merrill, Maurice Edwards. Music from: "Happy End", "One Touch of Venus".

Sat. Aug. 2: Eleventh Annual Rodgers & Hammerstein Night-Soloists: Elaine Malbin, Claramae Turner, William Tabbert and Jack Russell.

Music: "Carousel", "Oklahoma", "South Pacific", "The King and I".

Mon.. Aug.4: Van Cliburn Special Post-Season Concert--Tchaikovsky's Concerto in B-flat minor; Rachmaninoff's Concerto #3 D minor. Publicity: Miss Alix Williamson. CI. 6-4462.

Monday REVIVAL: "AUNTIE MAME" N.Y.CITY CENTER, 131 WEST 55TH STREET

August 11 Sylvia Sidney stars in 3-week revival of the comedy by Jerome Lawrence and Robert E. Lee, based on novel by Patrick Dennis. Directed by: Charles Bowden. Staging from original production by Morton da Costa. Publicity:

Martin Shwartz. CO. 5-2630.

Thursday PREMIERE: "THE RELUCTANT DEBUTANTE (Movie) RADIO CITY MUSIC HALL, 50TH & 6TH August 14 Rex Harrison and Kay Kendall will star in an Avon production from MGM in CinemaScope and Metrocolor. Comedy will co-star John Saxon, Sandra Dee and Angela Lansbury. Based on play by William Douglas Home. Director: Vincente Minnelli. Producer: Pandro S. Berman. Costumes: Pierre Balmain; Sandra Dee's costumes by Helen Rose. Publ.: Dan Terrell, JU. 2-2000.

Saturday GRENADIER & SCOTS GUARDS MADISON SQUARE GARDEN, 8TH AVE. & 49TH Sept. 20Three performances of Her Majesty's Brigade of Guards, the Regimental Band of the Grenadier Guards and the Massed Pipers and Highland Dancers of Scots Guards, presented by S. Hurok. Publicity: Frank Braden, CI. 6-5500.

Thursday OPENING: "A TOUCH OF THE POET" PRODUCERS THEATRE, 165 WEST 46TH STREET
October 2 The Eugene O'Neill play will co-star Helen Hayes, Betty Field, Eric
Portman and Kim Stanley. Director: Harold Clurman. Sets: Ben Edwards.
Publicity: Barry Hyams, CO. 5-4784.

Thursday OPENING: "GOLDILOCKS" LUNT-FONTANNE THEATRE, 205 W. 46TH ST.

October 9 Producers' Theatre will present the new musical by Jean and Walter Kerr.

Music: Leroy Anderson. Choreography: Agnes de Mille. Starring: Ben

Gazzara, Elaine Stritch and Russel Nype. Director: Walter Kerr.

Publicity: Barry Hyams. CO. 5-4784.

Tuesday "THEATRE NATIONAL POPULATRE" BROADWAY THEATRE, B'WAY AT 53RD STREET October 14-S. Hurok presents direct from Paris, under the direction of Jean Vilar, November 5 this world-famous repertory company on its first visit to this country. Featuring Gerard Philipe, Maria Casares and M. Vilar. Publicity: Martin Feinstein, CI. 5-0500.